

The purpose of this communique? is to urge the Federal Communications Commission to reject the National Association of Broadcaster's (NAB's) petition 04-160. I find the position that would block or limit the offering of new localized information radio-casting technologies (i.e., terrestrial, satellite, other) which may or may not be in direct competition with traditionally established services, absolutely ludicrous and without merit. NAB's petition is a perfect example of big business trying to squash advancements in service and technology to consumers because of fear of extinction, and that position is not acceptable. The attempt by NAB to eliminate the ability to transmit localized information from potentially competing services (i.e., XM Satellite Radio) is extremely short sighted, would only benefit established broadcasters, and would certainly hurt consumers who receive exceptional value from such new services. Personally, as an example, I use local traffic information pertinent to the Los Angeles basin every day due to my long commute. Although similar traffic reports are available on AM and FM radio, they are not offered at the frequency and accuracy provided by XM Satellite Radio channel 222. I therefore use XM channel 222 daily before commutes to and from work in lieu of other traffic reports. NAB's attempt to block such meaningful and useful services in order to protect their own established moneymaking interests is an embarrassment to the entire country. I urge FCC staff and members of Congress to protect the public's interests by encouraging new advancements in information delivery and discouraging any attempt to otherwise prevent such improvements.

Yours truly,
Brett Rohring